

Why buy local?

Superior Freshness and Taste

Locally grown foods from the Upper Minnesota River Valley are fresh, delicious and abundant. Local produce varieties are bred for taste and freshness rather than for shipping and long shelf life.

Stronger local economies

Buying local keeps your food dollars circulating in your community, strengthens your regional economy and help family farms and businesses thrive.

Healthy families

Buying locally produced foods safeguards your family's health by allowing you to choose food from farmers and businesses you can know and trust.

Sustaining family farms

Buying local preserves family farms as they retain more of the profit through direct sales. Buying local also preserves farmland, open space that absorbs rainfall and buffers waterways, public parks and wildlife areas.

Healthy environments

Buying local protects the environment by minimizing the distance food travels from field to plate, reducing fossil fuel dependence, carbon dioxide emissions and use of packaging.



Buy Fresh Buy Local Upper Minnesota River Valley Chapter

Is hosted by:

WEST CENTRAL MINNESOTA

REGIONAL
SUSTAINABLE DEVELOPMENT
PARTNERSHIP

Communities and their University building Minnesota's future

www.regionalpartnerships.umn.edu

In collaboration with the following Partner Sponsors:

Land Stewardship Project
www.landstewardshipproject.org

Sustainable Farming Association of Minnesota
www.sfa-mn.org

University of Minnesota Morris
www.morris.umn.edu

West Central Initiative
www.wci.org

Western Minnesota Prairie Waters Regional Tourism
www.prairiewaters.com

Renville County Housing & Economic Development
www.renville.com

Prairie Country RC&D
www.mn.usda.gov/rcd

Pomme de Terre Food Coop
www.pdtfoods.org

Willmar Design Center

Greater Milan Initiative

Earthrise Farm Foundation

Southwest MN Poultry Coop

A Steering Committee, composed of farmers, farmer market, retail and sponsors listed above meet regularly to guide the activities of the Chapter.



Food Routes
www.foodroutes.org

Buy Fresh Buy Local is part of the Food Routes Network, a national non-profit organization providing technical support to community-based groups working to strengthen regional markets for locally grown foods. To learn how Food Routes is reintroducing Americans to their food visit:

www.foodroutes.org



BECOME A VOCAL LOCAL!

A VOCAL LOCAL Partner of the Buy Fresh Buy Local education and marketing campaign can help increase locally produced foods in the Upper Minnesota River Valley!



www.prideoftheprairie.org

BUY FRESH BUY LOCAL (BFBL) Upper Minnesota River Valley is:

A **BRAND** that identifies the Upper Minnesota River Valley region and its abundant supply of local, sustainable, and healthy foods.

A **CAMPAIGN** that helps people understand food systems and to make ethical and sustainable choices.

A **CHAPTER**, with partners representing the various sectors of a local food system, working together to promote healthful, sustainable and ethical food choices.

BY BECOMING A VOCAL LOCAL PARTNER!

A **Vocal Local** is an individual that wants to become a partner even though he/she is not from a typical sector of the food system, such as a farmer, market, retailer, processor, or food service provider. A **Vocal Local** is an EATER that wants fresh and local foods available to choose from in the region.

LOCAL PARTNERS

of the Upper Minnesota River Valley BFBL chapter include farmers, farmers markets, grocery stores, food coops, small processors, restaurants, caterers, chambers, tourism bureaus, agencies, organizations and YOU....a VOCAL LOCAL!



Photo from the 2007 Cuisine of the Prairie Event



- ◆ Identification with a popular progressive movement to increase consumption of healthy foods, keeps family farms financially viable, and improve local economies.
- ◆ Opportunities to promote appreciation and stewardship of the Upper Minnesota River Valley's natural resources and recreational experiences.

Partner Fees:

\$10 for **Vocal Locals**, Farmers, Farmers Market, Grocery Store, Food Coop, Small Processor, Restaurant, Caterer

\$25 for Sponsoring organizations including churches, agencies, government, public institutions, chambers, or non profit organizations

What does BFBL hope to accomplish?

- ◆ To expand local markets for sustainably grown local foods.
- ◆ To increase the consumption of local, healthy food.
- ◆ To diversify the economic base and agriculture landscape.
- ◆ And to protect the natural resources of the Upper Minnesota River Valley.



Photo from the Chippewa Watershed Project

What are the Partner's benefits?

- ◆ Opportunities to help plan and participate in special BFBL events.
- ◆ Opportunities to develop marketing collaborations through connections with other partners in the chapter.
- ◆ Access to Pride of the Praire "Foodies" listserve to share ideas and articles with others.
- ◆ Partner decal to post on building or vehicle windows
- ◆ Listed as a "Vocal Local" supporter in the Pride of the Prairie website and the next Food Guide publication.
- ◆ Access to all the market-tested label and promotional materials.

Checks payable to:

University of Minnesota

Send to: U of M West Central Partnership
46352 State Hwy 329
Morris, MN 56267

For more information, go to www.prideofthepraire.org or contact: Dorothy at rosemeie@umn.edu or 320-760-3735